

A broadcast from a broadcast station 1 is received by a STB (Set-Top Box) 2. Next, a service request, which is based on the broadcast data received by the STB 2 and personal information stored by a mobile terminal 5, is transferred via a public network 3 to a TMS (Transaction Management System) 4. Information corresponding to this service request (such as coupon data) is transferred via a mobile communication network 6 to the mobile terminal 5. The user of the mobile terminal 5 takes the mobile terminal 5 that stores the coupon data to an available facility 7 and by displaying the coupon data is able to receive a special service corresponding to the coupon.